

ORDER



KSNV

| | | |
|---------------|----------------------|---------------------|
| Orders | Order / Rev: | 107100 |
| | Alt Order #: | 06858362 |
| | Product Desc: | OBAMA 120S |
| | Estimate: | 1881 |
| | Flight Dates: | 09/28/12 - 10/04/12 |
| | Original Date / Rev: | 09/26/12 / 09/26/12 |
| | Order Type: | GENERAL |

| | |
|---------------|--------------|
| Primary AE: | Amy McCreary |
| Sales Office: | BLPHI |
| Sales Region: | National |

| | | |
|---------------|------------------|------------------------------------|
| Agency | Name: | GMMB, Inc./ Washington D.C. |
| | Buying Contact: | |
| | Billing Contact: | |
| | | Washington Harbor |
| | | Washington, DC 20007 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

| | | |
|------------|----------------|--------------------------|
| Advertiser | Name: | Obama for America |
| | Demographic: | A35+ |
| | Product Codes: | PLC01-Democrat |
| | Priority: | SELECT PRIORITY CODE |
| | Revenue Codes: | POLITICAL/AGY, PCAN, GEN |

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/30/12 | 1 | \$4,800.00 | \$4,080.00 |
| 10/01/12 | 10/04/12 | 7 | \$35,900.00 | \$30,515.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|----------|--------------------|--------------------|-------------|
| September 2012 | 1 | \$4,800.00 | \$4,080.00 | 0.00 |
| October 2012 | 7 | \$35,900.00 | \$30,515.00 | 0.00 |
| Totals | 8 | \$40,700.00 | \$34,595.00 | 0.00 |

Account Executives

| | | | | |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| | | |
|--------|------|--------------|
| KSNV | 15% | \$40,700.00 |
| Market | 100% | \$271,333.33 |

Competitive Share

| | | |
|-------|-----|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 25% | \$67,833.33 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 25% | \$67,833.33 |
| KTUD | 0% | \$0.00 |
| KVVU | 30% | \$81,400.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 5% | \$13,566.67 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|------------|----------|---|-------|----------------|--------|------|-------|------------|-----|------|------|-------|------------|
| E 1 | KSNV | 10/01/12 | 10/04/12 | NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) | | 4-5pm | MTWT-- | 2:00 | 3 | \$2,900.00 | 1 | 0.00 | NM | 3 | \$8,700.00 |
| | NEWS | | | | | | | | | | | | | | |
| | | Start Date | End Date | Weekdays | | Spots/Week | | Rate | | Rating | | | | | |

Order / Rev: 107100
 Alt Order #: 06858362
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: Obama for America
 Product Desc: OBAMA 120S
 Estimate: 1881

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------------------|----------------|-------------|------|---------------|-------------|-----|------|--------|-------|-------------|
| E 1 | KSNV | 10/01/12 | 10/04/12 | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM | 4-5pm | MTWT--- | 2:00 | 3 | \$2,900.00 | 1 | 0.00 | NM | 3 | \$8,700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWT--- | 3 | | \$2,900.00 | | 0.00 | | | | | | |
| E 2 | KSNV | 10/01/12 | 10/04/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | MTWT--- | 2:00 | 3 | \$4,800.00 | 1 | 0.00 | NM | 3 | \$14,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | MTWT--- | 3 | | \$4,800.00 | | 0.00 | | | | | | |
| E 3 | KSNV | 10/02/12 | 10/02/12 | Tues PR 10-11p Tuesday Prime 10-11pm | CM | 10-11pm | -T----- | 2:00 | 1 | \$12,800.00 | 1 | 0.00 | NM | 1 | \$12,800.00 |
| PHOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/01/12 | 10/07/12 | -T----- | 1 | | \$12,800.00 | | 0.00 | | | | | | |
| N 5 | KSNV | 09/29/12 | 09/29/12 | Sat PR 8-9p Saturday Prime 8-9pm | CM | 8-9pm | -----S- | 2:00 | 1 | \$4,800.00 | 1 | 0.00 | NM | 1 | \$4,800.00 |
| PHOOD | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/12 | 09/30/12 | -----S- | 1 | | \$4,800.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 8 | \$40,700.00 |